

Organization Name: Southeast Montana Tourism Project Name: Funding Support- Broadus VIC Application Completed by: John Brewer	Approval Requested <input checked="" type="checkbox"/> Final <input type="checkbox"/> Preliminary
--	--

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Due to recent funding cuts by the Montana Office of Tourism to the Visitor Information Center program in Montana, several VICs in the Southeast Montana region have found themselves unable to find the funds necessary to continue operation in the upcoming summer. Visit Southeast Montana would like to provide these VICs with a one time funding gift in order to help them continue operation for FY14. The VICs have been asked to seek alternative sources of funding and have been told not to count on funding from Visit Southeast Montana in the future. The funding will be used for staffing purposes only and the VICs will be required to conform to all TAC regulations for lodging tax funds, including completion reports.

A total of two VICs will be funded at this time, located in Broadus and Hardin.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

Portions of marketing plan detailing the topics listed below are on page 18 of the narrative in the 'Measurable Objectives' section.

- Unique Website Visits
- Consumer Database
- Stakeholder Report Card

Refer to the portions of your marketing plan, which support this project. Relevant portions of the marketing plan are on page 11 of the narrative portion.

Portions of marketing plan detailing the topics listed below are on page 11 of the narrative in the 'Strategic Goals' section. Relevant Marketing Methods are detailed on pages 15-16 of the narrative.

- Develop Marketing Partnerships
- Grow In-Region Partnerships
- Produce Quality Marketing Initiatives

How does this project support the Strategic Plan?

- This project will support the strategic plan for 2013

Detail Pages attached: Yes
No X

Southeast Montana Tourism Print Projects			
PROFESSIONAL SERVICES:	State Tourism Funds	Other Funds	Total
Broadus Visitor Information Center	\$6,500	\$0	\$6,500
Total	\$6,500	\$0	\$6,500
Project Total	\$6,500	\$0	\$6,500